



The HSUS's Jan A. Hartke (left) joins Green Seal's Denis Hayes (second from left), Norm Dean, and Janet Hughes in introducing the Green Seal symbol to conscientious consumers.

THE DEBUT OF GREEN SEAL

Green Seal, Inc., the first national, independent, nonprofit environmental-labeling organization, has been launched with the help of The HSUS. Announcing the goals of the organization at the New York Academy of Science, Green Seal Chairman and 1990 Joseph Wood Krutch medalist Denis Hayes said, "Our objective is to help American consumers vote with their pocket-books on environmental issues. We expect the Green Seal to become a catalyst for sweeping change in consumer purchasing habits." Corporate behavior could be significantly affected by millions of consumers who, acting together, demand humane and environmentally preferable products.

The Green Seal organization will examine household products, evaluate their environmental impact, and award a seal of approval to those that are environmentally preferable. This approval will allow manufacturers to identify their products with the Green Seal,

a green check mark on a blue globe. The logo will verify that the product causes the least harm to the environment among products of its class.

Independent research for Green Seal shows that four out of five Americans surveyed would support the Green Seal program. Sixty-six percent of the public said the Green Seal would affect their purchasing decisions in general. Seventy-nine percent said they would be much more likely to purchase a product with the Green Seal, if choosing between two products of the same price and equal quality.

"It is essential to have an organization like Green Seal, which will help to eliminate consumer confusion about the validity of environmental claims," John A. Hoyt, president of The HSUS, said. "We cannot allow consumer enthusiasm about the environment to be undermined by inadequately validated claims. Green Seal will point the way for 'green' consumers."

The HSUS is a member of the board of directors of Green Seal, Inc.

FUR FALLS FURTHER IN 1990

The fur industry is facing another dry season as consumer demand falls behind projected sales. Furriers in the northeastern United States sold 40 percent less fur in October 1990 than in October 1989. New York's Upper Broadway fur district, which used to house twenty-two furriers, is now closed down. Maximilian Fur, one of the most prestigious names in the fur business, has filed for bankruptcy.

To improve its image, the fur industry is spending millions of dollars on pro-fur advertising. Two Fur Information Council of America (FICA) advertisements appeared in women's magazines last fall. One ad features a woman holding a baby. The copy reads, "It was right after Stephanie was born and I still had a few pounds to lose. Michael came home early that day and surprised me with a sable coat. I never felt more beautiful, and more needed or more loved, in my entire life." The other shows an elegant couple and this copy: "Some people are opposed to a very basic luxury: your freedom of

choice."

The basis of the FICA campaign is freedom of choice. However, it is important that people be given the facts about how animals are killed so that they can make informed choices with full knowledge of the animal suffering involved.

This fall, The HSUS, in conjunction with many local organizations, placed close to 100 "Shame of Fur" billboards across the United States and Canada. For example, billboards in Knoxville, Nashville, and Memphis, Tennessee were on display throughout November of 1990. HSUS staff members attended fur rallies in St. Louis and Lansing, Michigan. Patricia Ragan, program director for Wildlife and Habitat Protection, attended a "Blessing of the Animals" service in Minnesota, conducted by Reverend Richard Gist.

The HSUS has been fortunate enough to have Tony La Russa, manager of baseball's Oakland A's, speak out against fur in a new "Shame of Fur" advertisement. This ad will appear in sports and men's magazines with the message, "When you buy fur, you really strike out." ■



Rev. Richard Gist (seated) presides during a "Blessing of the Animals" service. The HSUS's Pat Ragan is second from right.